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### **Always Play Fair Promotes Good Sports**

**Always Play Fair**, LLC is a new company dedicated to expanding the message of sportsmanship and fair play through the development of fun games and lessons taught by its mascot, Packy PlayFair™. Always Play Fair's vision is to make sportsmanship, fair play and good behavior as fundamental to raising successful members of society as the three R's "Reading, 'Riting and 'Rithmetic."

Wally Halas, founder and managing director of Always Play Fair, likes to play. For more than 30 years, whether on the court earning MVP status at Clark University, coaching at Clark University and Columbia University, or raising millions of dollars to support Scholar-Athlete Games he knew how to play fair and have fun. After all, learning to be a good sport was instilled in him growing up as he listened to the stories of his father, a scout for the Chicago Bears for 25 years, his grandfather, Knute Rockne's backfield coach at Notre Dame, and his great uncle, legendary NFL founder and Hall of Famer, George "Papa Bear" Halas.

But sports aren't as fun any more. Kids are under pressure to perform for that coveted multi-million dollar contract, parents are becoming bullies, sports highlights reveal athletes who have been caught taking performance enhancing drugs and "Silent Saturdays" are causing shouting matches about constitutional rights!

Halas has witnessed first-hand the gradual decline of sportsmanship. Sports have gone from something kids do to have fun to a high-stakes business game in which everyone has an agenda – winning, money, and celebrity. During the past decade, there has been a profound increase in unethical behavior in all areas of youth development. Halas said, "From the playground to playing fields to school violence - bullying and being tough seem to be the mandates for getting ahead. This, "Be the best no matter what it takes" mentality is on the increase. Pressure to excel at early ages begets poor sportsmanship and unethical behavior."

Halas was watching football one afternoon when a public service announcement aired with a message from Smokey Bear and Halas was hit by an idea. What if there was a spokesperson to stand up for sportsmanship and fair play; someone young people could relate to and respect? What if sportsmanship could become a reality instead of an unfortunate topic for conversation? Why not have a mascot whose only agenda would be promoting good sportsmanship?

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Packy PlayFair was created based on research and input from leading experts on parenting, child psychology, coaching and education. Lenny Silberman, Vice President of Program Services for the JCCA, said, “We understand that in every community boys and girls sometimes have to find their own recreation and companionship and we believe that Packy is someone that kids can relate to and look to for proper guidance. Kids need and want a hero that they can depend on, someone whose values are solid and unwavering.”

In order to resonate with kids, Packy was designed to be cool, hip and fun. Bud Greenspan, veteran filmmaker and four-time Emmy winner, noted, “In my 40 years of chronicling the Olympic Games, I have seen many changes. As a proponent of Fair Play, I believe Packy is an innovative, dynamic force who will promote Fair Play among youth and all that is right in sport.” Jim Doyle, principal of Western Trails Elementary School in Illinois, agreed adding, “We are optimistic that Packy will have a long term influence on sportsmanship, because he will be stressing character education which is fundamental to knowing how to be a good sport.”

Always Play Fair understands that kids learn best by doing, by participating and by having fun while they do it. The company’s approach is to make learning about sportsmanship, fair play and good behavior fun through their mascot, Packy PlayFair™. The company’s mission is to develop education-based tools to further Packy’s messages.

Always Play Fair launches with an outreach to 75,000 elementary schools across America. At [www.packyplayfair.com](http://www.packyplayfair.com) there is a call-to-action for kids, parents and teams to take Packy’s Pledge. When kids or teams go online and take Packy’s Pledge they will be sent a free sportsmanship patch depicting Packy™; parents and coaches will receive a free sportsmanship pin. Packy is also launching a national contest: Packy’s Tell Us Your Story -- “Sports Are Good – Be One.” Kids are asked to write a story about a good or bad sportsmanship experience, or a situation where they or others just weren’t playing fairly and tell Packy what they did. The top three winners will receive an appearance by Packy at their school. Additional details and rules can be found at [www.packyplayfair.com](http://www.packyplayfair.com). In addition, the site includes a “Teachers’ Corner” with lesson plans and quotes of the week, a “Kids Corner” with weekly fun facts, talks with Packy, an email newsletter and much more.

Always Play Fair™ is committed to assisting the various youth organizations that work so hard everyday to positively influence young people in our country. As such, Always Play Fair is creating Packy’s Sportsmanship Fund, a not-for-profit organization that will support the sportsmanship and fair play initiatives of these organizations.

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